

Abstract

- Topic:** The proposal to promote ultimate frisbee in the Czech Republic aimed at increasing the number of active female players
- Objectives:** The main objective of this thesis is to design a communication strategy that will lead to the expansion of women's ultimate frisbee membership base in the Czech Republic.
- Methods:** In this thesis a qualitative method as an interview or personal interviewing and quantitative method in the form of secondary data analysis are used. The simple purposive sampling method was used to determine the sample of respondents.
- Results:** The results of the work are based on an analysis of secondary data, interview with the chairman of the association and personal interviewing of 30 players ultimate frisbee and it leads to the formation of four proposals for communication ČALD.
- Key words:** Czech Association of flying disc, World Flying Disc Federation, marketing communication strategy, marketing communication, non-traditional sports games